

**What is claimed is:**

1. A backlight device for lighting a liquid crystal display device, comprising:  
self-luminous sources in primary colors of red, green, and blue, the three primary colors from the self-luminous sources being mixed and synthesized into white light; and  
a light-conducting plate and/or a light-scattering plate;  
the self-luminous sources of the three primary colors being illuminated sequentially at different timings for each color and so that the light-generating timings partially overlap, thereby achieving time-division light-emission.
2. The backlight device according to Claim 1, wherein light-emitting diodes are used as the self-luminous sources of the three primary colors.
3. The backlight device according to Claim 1, wherein a fluorescent body for generating light by light-absorption is provided to the light-conducting plate and/or the light-scattering plate.
4. The backlight device according to Claim 3, wherein the phosphor comprises a light-accumulating fluorescent body or long-residual light phosphor.